

SYLLABUS
(Academic Year 2020 - 2023)

FOR THE DEGREE

OF

BACHELOR OF BUSINESS ADMINISTRATION (HOSPITALITY & TOURISM OPERATIONS)
[BBA (Hospitality & Tourism operations)]

DEPARTMENT OF HOTEL MANAGEMENT



MANIPAL UNIVERSITY
JAIPUR

Amit Datta
(HOD, SH)



Bachelor of Business Administration (Hospitality & Tourism Operations) Course Structure - 2020 - 23

Year	FIRST SEMESTER						SECOND SEMESTER							
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C		
I	HT1101	Fundamentals of Hospitality Operations	3	1	0	4	HT1201	Hospitality & Tourism Economics	3	0	0	3		
	HT1102	Cultural Heritage of Indian Tourism	3	1	0	4	HT1202	Introduction to Airlines Industry	3	0	0	3		
	HT1103	Hospitality Information System	3	0	0	3	HT1203	Travel Agency & Tour Operations	3	0	0	3		
	HT1104	Corporate Grooming & Etiquette	3	0	0	3	HT1204	Cruise Operations	2	0	0	2		
	LN1110	English Communication for Hospitality and Tourism	3	0	0	3	CY1003	Environmental Science	3	0	0	3		
	HA2134	Computer Applications in Hospitality & Tourism	0	0	2	1	LN2007	French for Beginners - I	3	1	0	4		
	HT1171	Project Work - I	0	0	4	2	HT1271	Project Work - II	0	0	4	2		
							*****	<i>Open Elective</i>						
				15	2	6	20			17	1	4	20	
	Total Contact Hours (L + T + P)						23	Total Contact Hours (L + T + P) + OE						22 + 3 = 25
II	THIRD SEMESTER						FOURTH SEMESTER							
	HT2101	Airline Ticketing & Fare Construction	3	1	0	4	HA3201	Digital & Offline Marketing in Hospitality	4	0	0	4		
	HT2102	Destination Management & Planning	3	1	0	4	HA3202	Hospitality Human Resource Management	3	0	0	3		
	HA4101	Entrepreneurship	4	0	0	4	HA3203	Hospitality Facility Planning	3	0	0	3		
	HA4102	Hospitality Organizational Behaviour	3	0	0	3	HA3204	Safety, Security and Travel Documentation	3	0	0	3		
	HA4104	Accounting & Financial Management	3	0	0	3	HA3231	Personality Development	0	2	2	3		
	HT2171	Project Work - III	0	0	4	2	HT224*	Discipline Specific Elective - I	3	1	0	4		
							*****	<i>Open Elective</i>						
				16	2	4	20			16	3	2	20	
	Total Contact Hours (L + T + P)						22	Total Contact Hours (L + T + P) + OE						21 + 3 = 24
III	FIFTH SEMESTER						SIXTH SEMESTER							
	HT3101	Logistics in Hospitality & Tourism	2	1	0	3	HT3271	Professional Internship	0	0	40	20		
	HT3102	E-Commerce & Aggregation	2	1	0	3								
	HT3103	Revenue Management	2	1	0	3								
	HA4105	Market Research & Analytics	3	0	0	3								
	HT314*	Discipline Specific Elective - II	3	1	0	4								
	HT3171	Dissertation	0	0	8	4								
				12	4	8	20			0	0	40	20	
	Total Contact Hours (L + T + P)						24	Total Contact Hours (L + T + P)						40

A. S. Datta



Discipline Specific Elective - I						Discipline Specific Elective - II					
Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
HT2241	Rooms Division Operations – I	3	1	0	4	HT3141	Rooms Division Operations – II	3	1	0	4
HT2242	MICE Operations – I	3	1	0	4	HT3142	MICE Operations – II	3	1	0	4
HT2243	Itinerary Preparation & Tour Packaging	3	1	0	4	HT3143	Air Cargo Operations	3	1	0	4

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